



Sun Spots

Vol. I, No. I, Published Now and Then at Palm Desert, California

We're young we know—in fact it's true
That this is just our first issue
But all good things must have a start
And we are pioneers at heart.

So bear with us a month or two
Until our growing pains are through.
We'll give you facts—a laugh or two
And keep you posted on what's new.

We'll speak with great impunity
Of news in our community.
So just sit tight and watch the fun
Something New Under the Sun!!

One Year Ago Today

An historic event for PALM DESERT! It was on July 16, 1946, that ground was first broken. Giant bulldozers, graders and an army of men moved in on Palm Desert and began transferring from paper to earth the plans of the founders of this unique desert community.

Eight Months Ago Today

paved roads were complete, water and electricity were installed and Palm Desert Unit #1 was officially opened for sale. Without benefit of advertising, people began clamoring to purchase homesites and business property in this new exclusive development. Within the first two weeks over \$200,000.00 worth of property was sold!

Today

is one of the most historic events in the colorful life of Palm Desert—the official opening of the PALM DESERT POST OFFICE. At an impressive ceremony Clifford W. Henderson, founder of Palm Desert, announced that the Post Office Department had given official approval for the post office at Palm Desert, California, to serve the entire area. The First Assistant Postmaster General announced the appointment of William L. Myers, Marine veteran of World War II, as Postmaster. PALM DESERT IS NOW OFFICIALLY ON THE MAP.

Progress To Date

includes: 15½ miles surfaced streets; 12 miles water system; steel casing well; reservoir; flood control; electricity; basic planting including 700 palm trees; rockwork; fencing; swimming pool; boating lake; two Shadow Mountain Club guest cottages; eight Fire-Cliff Lodge cottages under construction; 6 employees' homes; two beautiful residences; tract office; engineering office; date shop; malt shop; antique shop; coffee shop and post office.

1947-48 Season:

Official opening of Shadow Mountain Club including completion of dressing rooms, dining terrace, barbeque, pitch and putt golf course, additional guest cottages. Opening of Fire-Cliff Lodge about September 15. Completion of Robert Sturgeon 6-unit income development, Herbert Riley 6 units, Clifford Henderson home and Herbert Pritzlaff home designed by Cliff May. Plans for many other homes, including the Leonard Firestone residence, the Donald McFadden and Richard Bailey homes are now in the process of being drawn and early construction is contemplated. Other business and income property structures are being planned for immediate development.



*"Sun Spots" is not necessarily the final name for our publication. Sorry, no contest, no box tops, prizes or free lots, but if you can think of a better name please send it to Palm Desert Corporation, 6123 W. 3rd St., L. A. 36.

FOOTNOTE: If you are not a stamp collector, pass the envelope on to some friend who may enjoy its philatelic value.